

# What are the highest-priority needs of your large business customers?

Find out in the **E Source Gap and Priority Benchmark 2011: A Survey of Utility Large Business Customers.**

## E Source Gap and Priority Benchmark 2011

E Source can help you and your account management team identify the top priorities for delivering outstanding customer service to your key accounts. Here's what participants said about the survey:

### Key account team managers

- "We had done surveys of our large business customers in the past, but never has there been this kind of detail, focus, and clarity."
- "We're considering replacing the satisfaction survey we've run for years with the Gap and Priority Benchmark because E Source provides the flexibility and analysis we need."

### Large business customers

- "Good experience. I could take the survey when it was convenient for me and it only required about 10 minutes."
- "I felt the survey was effective and concise."
- "Best survey I've seen online. In contrast, I did a phone survey this morning that was extremely difficult."

### With this comprehensive review of your largest business customers, you can:

- Better understand your key business customers' needs and experiences
- See how your utility and utility account reps perform compared to others in the industry
- Focus your attention—and limited resources—on the issues that matter most to your customers

### How it works

We use an online survey of your key accounts to assess their most important needs and then look at the performance of your utility and reps in meeting those needs. This allows you to prioritize specific actions that your utility should take in order to improve customer satisfaction and expand the overall value provided to your largest business customers. We'll ask your customers questions such as:

### Does your utility...

- Provide reliable energy?
- Help customers meet conservation objectives?
- Serve as an environmental steward?
- Work to keep energy prices down?

### Does your utility account rep...

- Serve as a proactive energy advisor?
- Understand the challenges of businesses?
- Make it easy to reach him or her?
- Effectively communicate during emergencies?

We also ask your customers to rank their overall satisfaction as well as the perceived value of both their utility and their account rep. In 2010, the Gap and Priority Benchmark achieved a response rate of over 30 percent, with more than 1,500 completed surveys from 20 utility service territories.

### What you get with the Gap and Priority Benchmark actionable tool kit

- **Individualized gap and priority analysis.** Benchmark your performance against peer utilities and align the resources of the account management department with your customers' expectations. Your customized report will point out what you're doing well, and give you prioritized actions to address areas where you could improve.
- **Account planning and management tool with customer-level information.** Review performance results for each account rep as well as for the overall team. New this year, each account rep will receive a customer-response snapshot. For each customer, you'll see how often they want to be visited, their communication channel preferences, and any high-priority needs that should be addressed.
- **Industry benchmark report.** Get an analysis of industry trends, along with the factors driving large business customer satisfaction. Will you get more bang for the buck from increasing on-site visits, improving emergency communications, or providing more proactive energy management advice? The answer is in this report.

### Are your largest business customers getting what they need from you?

To find out, contact Chad Garrett, manager,  
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